

HearDis! GmbH

Visual Brand Guidelines



Logo

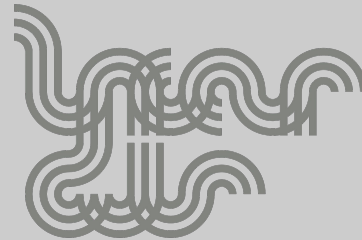
Variant 1 is applied, when the logo is used out of context or when it has to be explained, e.g.:

- Introduction slides in presentations
- Posters or print-media in general
- as Sponsoring- or partnerlogo



Variant 2 is applied, when the logo is used in context, or doesn't have to be explained, e.g.:

- Social media
- Business card
- Official document header

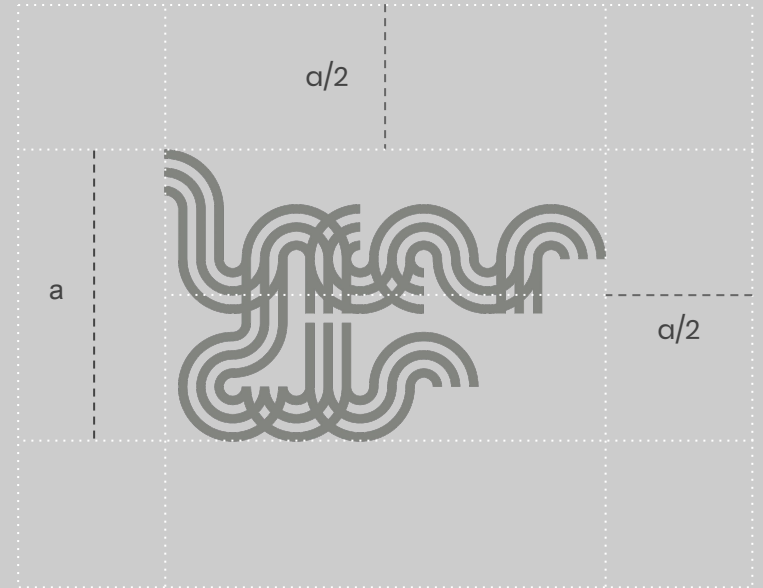


Logo

The specially developed logo may not be changed. This includes coloring, distorting, multiplying on colored surfaces or incomplete display. Only the available logo files can be used.

The HearDis! logo has a defined shelter, in which no other elements may be positioned.

The background on which the logo is placed must be designed as neutral and calm as possible.



Fonts

The brand fonts Droid Serif and Poppins particularly shape the brand image and are used for all communication and marketing purposes.

Droid Serif is used for the most important communicative statements e.g. in headings and form titles.

Poppins is used for explanatory information e.g. subheadlines and introductory or continuous texts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#!\$%&

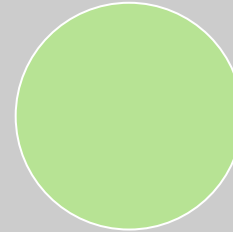
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#!\$%&

Colours

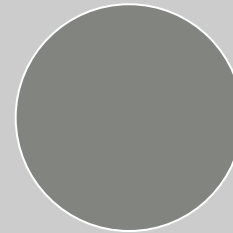
A reduced, clear color scheme characterizes the brand appearance of HearDis!

Green is the primary logo color and is used for more detailed information, such as quantity texts, as well as for writing on dark backgrounds.

Grey stages logos, pictures and texts and thereby takes itself back. It is also the preferred colour for writing on light backgrounds and is also used for lines in tables, graphics and inserts.



HEX: #b7e394
Pantone 7486 U
RGB: 183, 227, 148
CMYK: 26, 0, 40, 0



HEX: #82847f
Pantone 417 U
RGB: 130, 132, 127
CMYK: 40, 30, 37, 7